



MISSISSIPPI STATE DEPARTMENT OF HEALTH

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# Request for Proposals

To develop and implement the Mississippi Tobacco-Free Coalition Program to reduce initiation of tobacco use, promote tobacco cessation, eliminate exposure to secondhand smoke and eliminate tobacco-related disparities in one of the following targeted areas:

- Harrison County
- Warren and Claiborne Counties
- Winston, Attala and Leake Counties
- Montgomery, Choctaw and Webster Counties
- Covington and Smith Counties
- Pike, Amite and Wilkinson Counties

Mississippi State Department of Health  
Office of Tobacco Control  
2095 Dunbarton Drive, Suite 202  
Jackson, Mississippi 39216

**Contact:**  
**Tiffany Johnson**  
**Telephone: 601-364-5790**  
**Fax: 601-364-5737**  
**e-mail: [Tiffany.Johnson@msdh.state.ms](mailto:Tiffany.Johnson@msdh.state.ms)**

## REQUEST FOR PROPOSALS

### *A. Overview*

The Mississippi State Department of Health (MSDH) is committed to promoting and protecting the health of all Mississippians. The MSDH Office of Tobacco Control implements a range of integrated programmatic activities to encourage and support tobacco-free lifestyles, including the Mississippi Tobacco-Free Coalition program. The Mississippi Tobacco-Free Coalition program is comprised of community-based coalitions that address preventing the initiation of tobacco use among youth, reducing exposure to secondhand smoke, promoting tobacco cessation services, and eliminating tobacco-related disparities.

The MSDH Office of Tobacco Control is requesting proposals from qualified organizations for the development and implementation of the Mississippi Tobacco-Free Coalition program in targeted areas (Attachment A). It is the intent of the OTC to fund a single, discrete, local entity in each of the targeted areas to build the capacity of the state to implement tobacco control activities. The proposer should be recognized as a local community-based organization in the area to be served. Proposals from organizations without a permanent presence in the targeted area are discouraged. To facilitate coalition activities in all areas of the state, the OTC reserves the right to negotiate acceptable arrangements with any coalition grantee (with preference given to those in contiguous counties) for the implementation of the Mississippi Tobacco Free Coalition Program.

**Initial program budgets for proposals from qualified organizations are not to exceed \$85,000 to develop and implement the community coalition program in each targeted area. The project period will begin on approximately July 1, 2010 and conclude on June 30, 2011.** Acceptance of a proposal by the MSDH does not constitute contractual relationship between the proposer and the MSDH. Successful proposals **may** result in the development of a contractual agreement between the proposer and the MSDH. Multi-year noncompetitive renewal funding will be based upon the availability of funds and quality of work.

### *B. Eligibility Guidelines*

Proposals will be accepted from private, not-for-profit organizations, existing coalitions and public or local government agencies (schools, municipalities and their subunits, etc.). The organization must have sufficient financial resources available to meet program deadlines without advance payment from MSDH (MSDH will reimburse for services and materials upon delivery and receipt of monthly itemized invoices).

The organization must submit a disclosure of current or past affiliations or contractual relationships with major tobacco companies, owners, affiliates, subsidiaries, holding companies, or companies involved in any way with the production, processing, distribution, promotion, sale, or use of tobacco. **The successful proposer will be required not to accept any new relationships with major tobacco companies during the contract term with MSDH.**

### ***C. Scope of the Project***

#### **1. Program Requirements**

The successful proposer will work in tandem with the MSDH OTC in the development and implementation of the Mississippi Tobacco-Free Coalition (MTFC) program in the targeted area. Program requirements are as follows:

#### **A. Advisory Board**

***An Advisory Board is a group of individuals who have been selected to offer expert advice to the MTFC Project Director. The Advisory Board members should remain the same throughout the two consecutive one year terms, to the extent possible.***

Each Mississippi Tobacco-Free Coalition is required to maintain an Advisory Board, not to exceed 15 individuals, as the leadership group for the Mississippi Tobacco-Free Coalition. The purpose of the Advisory Board is to plan for the implementation of tobacco prevention and control programs in the communities and schools. Advisory Board members must agree to serve two (2) consecutive one (1) year terms and sign a written agreement to serve.

The Advisory Board must:

- Have membership from each county served
- Hold meetings, at a minimum, every other month
- Attempt to alternate meetings between/among counties served and/or utilize the Mississippi State Extension Service video conferencing
- Be diverse in race, age and gender, reflective of the counties served
- Include membership from each of the following professions/organizations:
  1. Healthcare
  2. Law enforcement
  3. Education
  4. Government
  5. Faith-based organizations
  6. Media
  7. Social organizations
  8. Businesses
  9. Mental Health
- Adopt MSDH OTC approved bylaws, as outlined in Section B of this Scope of Work
- Review bylaws annually and make changes as appropriate, with MSDH OTC approval
- Submit recommended changes to bylaws to the MSDH OTC Monitor for approval prior to adoption, as appropriate
- Conduct meetings and activities in accordance with bylaws approved by the MSDH OTC, effective July 30, 2010

Officers and the term of office for each officer must be reflected in the online reporting system. Officers of the Advisory Board are:

- Chair
- Vice-Chair
- Secretary

Responsibilities of the officers are:

Chair

- Conduct regularly scheduled Advisory Board and General Coalition meetings
- Call special meetings, as appropriate
- Represent the MTFC in the community

Vice-Chair

- Represent the Chair, as needed
- Represent the MTFC in the community

Secretary

- Record minutes at regularly scheduled Advisory Board and General Coalition meetings
- Provide minutes to the MTFC Project Director following each meeting
- Correspond with the Chair, Vice-Chair, other Advisory Board members and the Project Director as needed regarding the MTFC activities
- Represent the Chair and Vice-Chair, as needed

Any change in the Advisory Board membership must be presented to the MSDH OTC Coalition Monitor within ten (10) business days of the change.

***The MTFC Advisory Board must be a separate membership board from the fiscal agent's general membership and/or Board of Directors.***

## **B. Advisory Board Operational Activities for FY 2011**

For MTFC Project Directors with no existing Advisory Board, as of July 1, 2010:

- By September 30, 2010, the MTFC Project Director is required to establish an Advisory Board, according to Section A of this Scope of Work
- By September 30, 2010, the MTFC Project Director is required to obtain signed agreements from each Advisory Board member, according to Section A of this Scope of Work
- By September 30, 2010, the MTFC Project Director is required to submit bylaws of the Advisory Board to the MSDH OTC Monitor for approval, prior to adoption.

For MTFC Project Directors with an existing Advisory Board, as of July 1, 2010:

- By July 30, 2010, the MTFC Project Director is required to obtain signed agreements from each Advisory Board member, according to Section A of this Scope of Work.
- By September 30, 2010, the MTFC Project Director is required to submit bylaws of the Advisory Board to the MSDH OTC Monitor for approval, prior to adoption.

## **C. General Coalition**

*General Coalition is a group of individuals who work together for a specific purpose. A general coalition will consist of the same individuals who meet more than one time to work on a tobacco control program or activity for a minimum of one fiscal year.*

- Each Mississippi Tobacco-Free Coalition is required to maintain a General Coalition composed of citizens of each county served who are interested in and willing to participate in tobacco prevention and control activities. The General Coalition membership should have a minimum of fifteen (15) members and **must** be separate from the members of the Advisory Board.
- The General Coalition must:
  1. Have a minimum of three (3) adult members from each county served
  2. If a MTFC serves only one county, the General Coalition must have a minimum of 10 members.
  3. Be diverse in race, age and gender reflective of the counties served
  4. Have a minimum of two (2) youth members between the ages of 12 and 17 from each county served
  5. Meet a minimum of once per quarter during the fiscal year
  6. Actively participate in tobacco prevention and control activities, as requested by the MTFC Project Director and/or as identified by the Advisory Board or General Coalition membership

## **D. General Coalition Operational Activities for Fiscal Year 2011**

MTFC Project Directors with no existing General Coalition, as of July 1, 2010:

- By September 30, 2010, the MTFC Project Director is required to develop a General Coalition, according to Section C of this Scope of Work.
- By October 30, 2010, the MTFC Project Director is required to schedule a meeting of the General Coalition.

MTFC Project Directors with an existing General Coalition, as of July 1, 2010:

- By August 30, 2010, the MTFC Project Director is required to schedule and conduct a meeting of the General Coalition.

All MTFC Project Directors must:

- Compile a list of General Coalition members, contact information and other demographic information must be collected kept on file and submitted to the MSDH OTC Coalition Monitor as changes in membership occur.
- Prepare agenda and notify the MTFC Advisory Board members, General Coalition members and MSDH OTC Coalition Monitor about all meeting dates, at least 5 working days prior to a meeting
- Obtain signatures of each General Coalition member at each meeting
- Prepare minutes at each General Coalition meeting to correspond with the agenda in the

absence of the MTFC Advisory Board secretary

- Maintain a copy of agendas and minutes following each meeting
- Maintain a copy of other documentation provided during the meetings
- Distribute a copy of minutes to each member of the General Coalition, including the members who were not present at the meeting, within two weeks following each meeting.
- Develop and maintain a database of the General Coalition members
- Provide regular communication with all members via phone, email, or newsletter
- Beginning July 1, 2010, the MTFC Project Director is required to participate in overall program evaluation efforts, as requested by the MSDH OTC program evaluators.

## **E. Programmatic Activities**

*Programmatic activities are defined as those activities conducted with the same group of individuals over a period of time (on at least 3 separate occasions).*

### **RAT and FREE Teams**

- Beginning July 1, 2010, the MTFC is required to conduct the following youth tobacco prevention programs:

If the MTFC serves more than one county, the coalition must:

#### **RAT**

1. Organize a minimum of eight (8) Reject All Tobacco (RAT) Teams (four RAT teams for youth attending grades K-3; four RAT Teams for youth attending grades 4-6) in each county served. Teams must be established in four (4) different sites with at least two (2) sites in the school setting and at least two (2) in a non-school setting.

#### **FREE**

1. Organize a minimum of eight (8) FREE Teams (four FREE Teams for youth attending grades 7-8; four FREE Teams for youth attending grades 9-12) in each county served. Teams must be established in four (4) different sites with at least two (2) sites in the school setting and at least two (2) in a non-school setting.

**Teams may be organized in public schools, private schools, Boys/Girls Clubs, sports teams, faith-based organizations, and/or any setting where youth are present. Team memberships must be diverse in race, age and gender, reflective of the counties served.**

If the MTFC serves one county, the coalition must:

#### **RAT**

1. Organize a minimum of sixteen (16) RAT Teams (eight RAT Teams for youth attending grades K-3; eight RAT Teams for youth attending grades 4-6). Teams must be established in six (6) different sites with at least two (2) sites in the school setting and at least four (4) in a non-school setting.

### FREE

1. Organize a minimum of sixteen (16) FREE Teams (eight FREE Teams for youth attending grades 7-8; eight FREE Teams for youth attending grades 9-12) in each county served. Teams must be established in six (6) different sites with at least two (2) sites in the school setting and at least four (4) in a non-school setting.

**Teams may be organized and conducted in public schools, private schools, Boys/Girls clubs, sports teams, faith-based organizations, and/or any setting where youth are present. Team memberships must be diverse in race, age and gender, reflective of the areas served.**

- All teams must be registered and have one activity completed by September 30, 2010.
  1. **Registered** is defined as organizing and entering the team information into the online database reporting system.
  2. **Active** is defined as conducting at least one (1) team activity per team per month.
  3. One activity per month must be conducted by each team. **If a monthly activity is not conducted the team will be considered inactive and will not be counted toward the number of required active teams.**
  4. A team must have a minimum of five (5) youth to be considered a team.
  5. RAT and FREE Team Rosters, including the team sponsors' contact information, must be kept on file by the MTFC Project Director and entered into the on-line reporting system.

### Additional Programmatic Activities

By June 30, 2011, the MTFC must organize and conduct two (2) additional youth tobacco use prevention programmatic activities such as:

1. N-O-T
  2. Teens Against Tobacco Use (TATU)
  3. WATCH
  4. Camps (Spring Break Camps)
  5. MTFC program of choice, as approved by MSDH OTC.
- **By June 30, 2011, the MTFC must participate in a training, conducted by MSDH OTC on implementation of a tobacco prevention and control program for child care centers and/or Head Start programs.**
  - **By June 30, 2011, the MTFC will engage at least one (1) child care center and/or Head Start program, in each county served, to implement a tobacco prevention and control program, as developed by MSDH.**

### Summer Youth Tobacco Programmatic Programs

For MTFC that serves more than one county:

- By July 30, 2010, the MTFC must organize and conduct at least **one** summer youth tobacco prevention program in each county served. Summer programs may include, but are not

limited to, faith-based programs, community-based summer events where the same youth will attend the program for a series of days.

- Between June 1, 2011 and June 30, 2011: The MTFC must organize and conduct at least one summer youth tobacco prevention program in each county served. Summer programs may include, but are not limited to, faith-based programs, community-based summer events where the same youth will attend the program for a series of days.

For MTFC that serves one county:

- By July 30, 2010, the MTFC must organize and conduct at least three (3) summer youth tobacco prevention programs.
- Between June 1, 2011 and June 30, 2011, the MTFC must organize and conduct at least three (3) summer youth tobacco prevention programs.

## **F. Awareness Activities**

*Awareness activities are defined as those activities conducted with a single group of individuals on one occasion.*

For MTFC that serves one county:

- Beginning July 1, 2010, the MTFC will coordinate a minimum of two (2) general awareness activities per month.
- By November 25, 2010, the MTFC will coordinate at least three (3) Great American Smokeout awareness activities.
- By April 15, 2011, the MTFC will coordinate a minimum of five (5) Kick Butts Day awareness activities during the week designated for Kick Butts activities.

For MTFC that serves more than one county:

- Beginning July 1, 2010, the MTFC will conduct a minimum of one (1) general awareness activity per month in each county served.
- By November 25, 2010, the MTFC will coordinate at least one (1) Great American Smokeout awareness activity in each county served.
- By April 15, 2011, the MTFC will coordinate a minimum of one (1) Kick Butts Day awareness activity in each county served during the week designated for Kick Butts activity.

**Other general awareness activities may be conducted with prior approval from the MSDH OTC Program Monitor.**

All MTFCs:

- By June 30, 2011, the MTFC will conduct a minimum of six (6) RAT on the Road presentations, appropriate for 4<sup>th</sup> and 5<sup>th</sup> grades, in any setting where children are present, using the RAT on the Road interactive CD.
- By June 30, 2011, the MTFC will conduct a minimum of two (2) additional youth tobacco prevention awareness activities. Additional youth tobacco prevention awareness activities may include, but are not limited to, a single day interaction at:
  1. One-time youth summits
  2. Youth-oriented presentations



3. Youth-oriented performances
  4. Day camps, etc.
- By June 30, 2011, the MTFC will promote a minimum of two (2) MSDH-sponsored youth tobacco prevention contests to team sponsors.
  - By June 30, 2011, the MTFC will promote and participate in the annual LEAD conference.
  - Beginning July 1, 2010, the MTFC will display smoke-free signs at youth sporting venues.

## **G. Communication Activities**

A minimum of twelve (12) communication messages will be developed and submitted to appropriate media outlets, per year, as outlined below.

- Beginning July 1, 2010, the MTFC will submit a minimum of six (6) communication messages (one every other month) during the contract period, to appropriate media outlets, as developed and distributed by the MSDH Office of Health Communications to the MTFC.
- Beginning August 1, 2010, the MTFC will develop, produce and submit a minimum of six (6) communications activities (one every other month in months not covered by MSDH developed activities) during the contract period. These communications activities must be sent to the MSDH OTC Coalition Monitor for approval before publication. Activities may include, but are not limited to:
  1. pictures and captions of events
  2. pictures of tobacco-related school activities
  3. coalition activities mentioned in church bulletins or flyers
  4. submittals to newsletters
  5. pictures and caption of an advisory board meeting
  6. pictures and caption of a general coalition meeting
- Beginning July 1, 2010, the MTFC will take pictures at all activities/events/meetings and maintain copies of pictures with an explanation of each activity/event/meeting, for the Communication Portfolio and/or submission to the MSDH Office of Health Communications.
- The MTFC Project Director is required to submit a communication portfolio on December 30, 2010 and June 30, 2011. The communication portfolio must include the following sections:
  1. newspaper articles and submission emails to media
  2. press releases and submission emails to media
  3. Advisory Board and General Coalition meeting notices
  4. legislative contact information provided by the MSDH OTC
  5. media contacts
  6. program and presentation announcements

## **H. Advocacy/Policy**

### Comprehensive Smoke-Free Air Policy

- Beginning July 1, 2010, the MTFC Project Director must promote and conduct a minimum of one (1) comprehensive smoke-free air presentation per month, to local businesses, social organizations, faith-based organizations, etc.

- Beginning July 1, 2010, the MTFC Project Director is required to work with municipalities within the county/counties served that do not have comprehensive smoke-free air ordinances to:
  1. Assist with the completion of an application for the MSDH OTC “Developing Municipal Smoke-Free Ordinances in Mississippi” Request for Proposal, as needed.
  2. In the event that a comprehensive municipal ordinance is passed, the MTFC Project Director must provide a copy of the ordinance to the Coalition Monitor.
- Beginning July 1, 2010, the MTFC will distribute literature pertaining to the statewide comprehensive smoke-free air legislation to local elected officials in cities with current smoke-free ordinances, as directed by MSDH OTC contractors.
- Beginning July 1, 2010, the MTFC will recruit members for the comprehensive smoke-free air initiative utilizing smoke-free resolutions, as directed by MSDH OTC contractors
- By July 30, 2010, the MTFC Project Director is required to complete and submit a work plan detailing the ordinances or enforcement activities the coalition will work on during the fiscal year. MSDH will provide the tool(s) to complete this work plan.
- By September 15, 2010, the MTFC will distribute MSDH approved advocacy training materials to youth teams, as developed by MSDH OTC contractors.
- By December 1, 2010, the MTFC will recognize identified establishments for their compliance with smoke-free ordinances, as identified by MSDH OTC contractors.
- By March 30, 2011, the MTFC will engage at least two (2) faith-based organizations, in each county, to implement comprehensive smoke-free air activities, as developed by MSDH OTC contractors.

### **Tobacco-Free School Policy**

- By September 30, 2010, the MTFC is required to visit all public schools in the county/counties served to verify tobacco-free school policy signs are posted and issue additional tobacco-free school policy signs as needed. Signage will be provided by MSDH.

## **I. Cessation**

### **For the MTFC that serves one county:**

- By November 15, 2010, the MTFC is required to promote tobacco cessation services by placing Mississippi Tobacco Quitline signage in twenty five (25) businesses. The MTFC will be required to report on the locations of signage. Signage will be provided by MSDH.
- By December 30, 2010, the MTFC will distribute MSDH-issued youth tobacco prevention coloring pages to at least ten (10) healthcare provider offices to promote tobacco prevention and cessation.

### **For the MTFC that serves more than one county:**

- By November 15, 2010, the MTFC is required to promote tobacco cessation services by placing Mississippi Tobacco Quitline signage in fifteen (15) businesses in each county served. The MTFC will be required to report on the locations of signage. Signage will be provided by MSDH.

- By December 30, 2010, the MTFC will distribute MSDH issued youth tobacco prevention coloring pages to at least five (5) healthcare provider offices, within each county served, to promote tobacco prevention and cessation.

#### All MTFCs:

- By December 30, 2010, the MTFC will distribute cessation services information to local businesses, as directed by MSDH contractors.

### **J. General Service Delivery**

- MTFC personnel are required to have access to a computer, the Internet, email service and business phone, by July 1, 2010.
- The MTFC Project Director must purchase a digital camera, to be the property of the MSDH OTC, to be used at all events/programs/activities during the contract year, by July 15, 2010.
- The MTFC Project Director, and designated personnel are required to attend all quarterly meetings conducted by MSDH OTC, throughout the contract year.
- The MTFC Project Director and designated personnel are required to attend a mandatory training for online database reporting to be conducted by July 30, 2010.
- The MTFC Project Director is required to participate in MSDH OTC conference calls, as scheduled.
- MTFC will reference the following statement on all support/printed materials produced under this project: **“The Mississippi Tobacco-Free Coalition of [Insert Counties Served] is funded by a grant from the Mississippi State Department of Health.”**

#### Prior Approvals

- All printing, press releases, news articles and website information related to programs sponsored and financed by the MSDH OTC must be approved by the MSDH at least five (5) working days prior to production. **All materials must be proof read and free of grammatical errors prior to submission to MSDH.**
- If the media is present at any event held by the coalition, the designated MSDH OTC Coalition Monitor must be notified within 24 hours prior to the event. If media attends a coalition event unexpectedly, MTFC will email the designated MSDH OTC Coalition Monitor within 24 hours to notify MSDH of the media coverage (material discussed) and any interviews conducted.
- If the Project Director travels outside of the designated MTFC area, the travel must be approved in writing by the MSDH OTC Coalition Monitor at least two (2) days before the scheduled event.
  1. Approved travel will be reimbursed at the State of Mississippi rate, as determined by the Department of Finance and Administration.
  2. Receipts are required for lodging, transportation costs, parking expenses, and registration fees.
  3. MTFC personnel will be reimbursed for the actual cost of meals for overnight travel only and where applicable, at the Department of Finance and Administration rate.
  4. Mileage will be reimbursed at the current State of Mississippi rate.
  5. Travel approval is not required to attend mandatory MSDH OTC meetings.

- The designated MSDH OTC Coalition Monitor must approve all Mississippi Tobacco-Free Coalition equipment and incentive purchases to be financed with MSDH/Office of Tobacco Control funds at least ten (10) working days prior to order placement.

### **Evaluations**

- Beginning July 1, 2010, the MTFC Project Director will ensure that an evaluation form and other documentation is completed following all events and activities, excluding Advisory Board and General Coalition meetings. This documentation must be kept on file at the MTFC office. Documentation includes:
  1. Sign in sheets, when appropriate
  2. Agenda for event/activity
  3. Participants' evaluation forms
- MTFC Project Directors are required to participate in overall program evaluation efforts requested by the program evaluators.

### **K. Reporting**

- Beginning July 1, 2010, the MTFC Project Director and Assistant, if applicable, must provide a detailed itinerary by email to the designated Mississippi State Department of Health (MSDH) Office of Tobacco Control (OTC) Coalition Monitor and to the Fiscal Agent. The itinerary must:
  1. Be submitted to the MSDH OTC Coalition Monitor and fiscal agent by 4pm every other Friday, beginning Friday, July 2, 2010.
  2. Include all planned activities for the time frame represented on the itinerary, to include date, time, location, activity and anticipated audience, i.e., children, adults, business leaders, elected officials, civic groups, faith-based group, etc.
- The MTFC Project Director must complete and submit a proposed Work Plan for the contract year, by July 30, 2010 to the MSDH OTC Monitor.
  1. The approved Work Plan must be implemented upon final agency approval of the contract.
  2. Changes in the approved Work Plan require prior approval from the designated MSDH OTC Coalition Monitor.
- Monthly online reporting is required by the 30<sup>th</sup> of each month beginning July 30, 2010, using the tobacco control program online data reporting system.

### **L. Payment**

- Beginning August 15, 2010, the MTFC Project Director and/or Fiscal Agent will submit an invoice to the MSDH Office of Tobacco Control by the 15<sup>th</sup> of each month to receive reimbursement for services as outlined in this Scope of Work. Invoice documentation will reflect the following information consistent with the contract budget: expenditures by month for the fiscal year to date; budget justification by line item must be submitted on fiscal agent letterhead.

- Failure to submit the following required documentation, by due date, will result in delayed reimbursement:
  1. detailed itinerary
  2. monthly online data submission
  3. annual work plan
  4. annual bylaws
  5. semi-annual Communications Portfolio
  6. additional reimbursement procedures/requirements are detailed in the Mississippi Tobacco-Free Coalition 2011 Policy and Procedure Manual
- A one-time, 30-day operational cost advancement may be granted to the contractor who has not received a cost advance payment in the current or any previous contract period. With the first invoice following the advance payment, the contractor must provide appropriate documentation to show how funds were expended on the tobacco control project. Funds not expended during the 30-day period will be applied to submitted payment/reimbursement requests. Operational cost advance funds not spent and any interest earned must be returned to the Mississippi State Department of Health by June 30, 2011.

## **2. Targeted Area(s)**

Proposers should be specific in defining the county (ies) in which they will serve. Refer to Attachment A.

### ***D. Grant Use Requirements***

Grant funding is for the project period of approximately July 1, 2010 – June 30, 2011.

#### **1. Grant funds may only be used for:**

- Staff salary(ies)
- Program-related travel
- Supplies
- Limited amount of equipment (i.e., program-related computer(s), fax machine, printer, etc.)
- Other expenses directly related to program development and implementation

#### **2. Grant funds may not be used for:**

- Renovation
- Construction
- Consultants
- Subcontracts
- Other items deemed inappropriate by the funding agency
- Costs associated with responding to this request for proposals

#### **3. Grant recipients cannot:**

- Accept funding from or support from the tobacco industry
- Have board members or others in decision making positions who are associated with tobacco companies

### ***E. Proposal Requirements***

Proposals should be thorough and detailed, but also direct so that MSDH may properly evaluate a proposer's capabilities to provide the required services. The following items are specific requirements that must be included in the proposal. The proposal should clearly identify each section as signified by the numbers attached to each item listed.

Unless otherwise indicated, the proposer must meet all of the following requirements to be considered for evaluation under this RFP. It is the proposer's responsibility to review the entire RFP and ensure response is made to all requirements.

#### **1. Cover Page**

- Organization name
- Project Director name and title
- Financial Officer name and title
- Mailing address and physical address
- Home phone number, business phone number, cell number and fax number
- E-mail address
- Name, title, signature and date of the individual responsible for the proposal

#### **2. Abstract: 1 page**

- Targeted area(s) the coalition will serve.
- Summary of work proposed in the Work Plan
- Amount requested

#### **3. Project Narrative: 2 pages**

1. Includes data that accurately describes the population served including age, gender, ethnicity, and other characteristics. Demonstrate access and ability to reach a disparate population.
2. Identify target county (ies) the coalition will serve. See ATTACHMENT A to determine the county groupings.
3. Relevant program and /or community data is cited and demonstrates how prevention of youth initiation, education, promotion of tobacco cessation, elimination of exposure to secondhand smoke, elimination of tobacco-related disparities, and policy initiatives regarding smoke-free environments are needed for Mississippi communities. Applicant explains other tobacco prevention services offered in the community.

#### **4. Organizational Structure: 2 pages**

- Demonstrate knowledge of and experience with community-based public health programs and/or community-based coalitions.

- Describe the administrative and organizational structure by which the program will function. Organizational charts outlining the structure must be included in the appendices.
- Explain how the program staff will be supervised and provide job descriptions for all staff funded under the program in the appendices. Job descriptions should include job titles, lines of supervision, responsibilities, educational and experience requirements.
- Organization retains qualified staff. Staff credentials include appropriate degrees, credentials and/or experience and reflect appropriate skills to deliver the program to the community served. Ability to hire new staff that represents the target population's racial and cultural diversity if applicable.

#### **5. Work Plan: 8-10 pages**

- Submit a proposed Work Plan (Attachment B) to address programmatic requirements as outlined in Section C, 1.
- Detailed information must be provided within "activity" and "steps to complete" sections of the Work Plan. *A sample Work Plan is included as a reference.*
- Target area(s) must be clearly identified in each section of the Work Plan.

#### **6. Budget and Budget Narrative: 5 pages**

- Provide a detailed budget of expenditures for the services and activities for July 1, 2010– June 30, 2011 to include the following authorized budget categories:
  - Personnel
    - A minimum of one (1) full-time employee, i.e., Project Director (percentage of time: 100 %), is required to implement the program. The salary amount for the full-time employee must be based on education and experience as outlined in the *MSDH Office of Tobacco Control Community Coalitions Salary Scale* (Attachment C).
    - Fringe rate not to exceed 31%
  - Travel
    - Travel category not to exceed 10% of the overall budget.
    - Mileage rate must be reflective of the current State of Mississippi rate of \$.50 per mile.
  - Commodities
    - Includes office supplies, program materials, etc.
  - Operating expenses (Contractual)
    - Inclusive of rental space fees, utilities, etc.
  - One-time expenses
    - One-time expenses category not to exceed \$10,000.00.
    - One-time expenses include costs such as office furniture; equipment (computer, printer, fax machine, copier, and camera) needed to implement the program.
- Provide a detailed budget narrative that adequately explains expenditures identified in the budget. Describe how the proposed budget supports the administrative and programmatic activities necessary to manage the program and accomplish the proposed objectives.

- Include brief descriptions of staff positions that will be funded in whole or in part by this award. Each position should be justified and relevant to program activities. Staff must be identified by name in the budget and justification. Similar justification should be provided for travel items, equipment, commodities, etc.
- Explain the type of monitoring system that will be used to track spending.

Note: Funds awarded will be subject to monitoring. Proposals submitted with an incomplete budget or narrative will not be reviewed.

**7. Appendix-** should include all supporting documentation, such as:

- A disclosure of current or past affiliation or contractual relationships with major tobacco companies, owners, affiliates, subsidiaries, holding companies, or companies involved in any way with the production processing, distribution, promotion, sale, or use of tobacco.
- An organizational chart for the proposed program.
- Job descriptions for all staff funded under the program.
- Resumes of key personnel hired for the program. Resumes should include: employment title, current position within the proposer organization, professional experience and education, and other pertinent information.
- Official educational transcripts for key personnel hired for the program.
- Two letters of recommendation for each key personnel hired for the program.
- Letters of support from organizations or groups who support and will allow the proposed program and program-related materials to be implemented in their facilities and/or within their organizations.
- Documentation of 501 (c) (3) status, if applicable.
- Documentation of proposer's registration with Internal Revenue Service (IRS) (Federal Tax ID #).
- A signed statement of assurance that state funds will not be expended for sectarian instruction, worship, prayer or proselytization purposes.

***F. Procedure for Submission and Delivery of Response to Request for Proposal***

**1. Submission Requirements:**

- Application should not exceed 20 pages, excluding appendices.
- 12-point Times New Roman font.
- Spacing: Double spaced
- Paper size: 8 ½ by 11 inches
- Page margin size: One inch
- Printed on one side of page
- Page numbering: Page numbers are to be placed at the top right corner of each page, including charts, figures, table and appendices.
- Application should be held together only by metal clips.
- Spell out acronyms the first time they are used.

Proposals that do not follow these guidelines will not be reviewed.



Proposers are required to submit **one (1) complete original** (marked) proposal, **five (5) copies** of the proposal. Facsimile (faxes) and electronic submissions will not be accepted. Proposals and materials will not be returned to the proposers.

The original and five copies of the proposal should be signed and all requirements submitted in a sealed envelope or package **no later than 5:00 p.m. CST on Monday, May 31 2010**. Proposers are responsible for ensuring timely delivery by the specified deadline. Responses received after the deadline will not be considered.

Submit Proposal to:

**Tiffany Johnson**

Office of Tobacco Control

Mississippi State Department of Health

2095 Dunbarton Drive, Suite 202

Jackson, Mississippi 39216

Email: Tiffany.Johnson@msdh.state.ms.us

Phone: 601-364-5790

Fax: 601-364-5737

**NOTICE:** Proposals that fail to follow the instructions in this document will be declared ineligible. It is the proposer's responsibility to submit a correct and complete proposal. No proposal may be revised, amended, or altered once it is received. MSDH reserves the right to negotiate or reject any or all proposals, or cancel this RFP in its entirety. Submission of a proposal indicates the proposer agrees to the terms and conditions of the RFP.

Except to the extent that specified items of commercial and financial information of a proprietary nature or designated trade secrets are clearly marked or identified as being sensitive data, all materials provided by the proposer including budget and financial data, information concerning business systems and procedures, personnel participation data and personnel qualification information, and other unique program descriptions and intellectual property identified by the proposer will be subject to disclosure by MSDH in accordance with Miss. Ann. Code §§ 25-61-1 et seq., "Mississippi Public Records Act of 1983."

### ***G. Award and Notification***

Grant awards will be based partially on total score given by the grant review committee and geographic location. All grant awards are subject to adjustments contingent upon funding for the Mississippi Tobacco-Free Coalition program.

Each application will be reviewed by a non-biased review committee. Complete applications will be reviewed against set criteria and scored on a point system. Applications can receive up to 100 possible points on the application.

Section	Possible Points
Cover Page	Not Scored

Abstract	5
Project Narrative	15
Organizational Structure	20
Work Plan	30
Budget and Budget Narrative	30
Appendices	Not Scored
<b>Total Possible Points</b>	<b>100</b>

All proposers will be notified of the decision regarding their proposal.

#### ***H. MSDH Responsibilities***

- Provide program oversight and monitoring in compliance with state and federal requirements.
- Conduct regularly scheduled program site visits.
- Provide ongoing technical assistance to ensure optimal compliance of program implementation.
- Process payment requests in a timely manner, once all required documentation has been provided.

#### ***Application Checklist***

Applications that are missing any of the listed items will be considered incomplete.

- \_\_\_ Cover page
- \_\_\_ Abstract
- \_\_\_ Project Narrative
- \_\_\_ Organizational Structure
- \_\_\_ Work Plan
- \_\_\_ Budget
- \_\_\_ Budget Narrative
- \_\_\_ Certification of non-acceptance of tobacco industry funds/or resources
- \_\_\_ Collaboration Letter

Applicants are required to submit

- \_\_\_ (1) Original hardcopy of the complete application
- \_\_\_ (5) photocopies of the complete application

**Submit Completed Application before or by May 31, 2010 by 5:00 p.m. CST to:**

**Office of Tobacco Control  
Attention: Tiffany Johnson  
Mississippi State Department of Health  
2095 Dunbarton Drive, Suite 202  
Jackson, Mississippi 39216**

## ***ATTACHMENT A***

### ***Mississippi Tobacco-Free Coalition Program Targeted Area(s) and Award Amounts***

Coalitions will cover one of the six (6) targeted area listed below:

#### **Target Area/Counties**

1. Harrison/\$85,000
2. Warren and Claiborne/\$76,000
3. Winston, Attala and Leake/\$79,000
4. Montgomery, Choctaw and Webster/\$79,000
5. Covington and Smith/\$76,000
6. Pike, Amite and Wilkinson/\$89,000

## ***ATTACHMENT B***

### **WORK PLAN 2010-2011**

Coalition \_\_\_\_\_

Date \_\_\_\_\_

#### **1. Teams**

Category	Where	Start Date	Sponsor	Est. Co
RAT – K-3				
RAT – 4-6				
Free- 7-8				
Free – 9-12				

#### **2. Additional Programs**

Category	Describe	Where	When	Person Responsible	Est. Cost
Additional Youth Prevention Programs					

#### **3. Summer Activities**

Category	Describe	Where	When	Person Responsible	Est. Cost
Summer Youth Prevention Act.					

#### **4. Awareness Activities**

Category	Describe	Where	When	Person Responsible	Est. Cost
Great Amer. Smokeout					
Kick Butts Day					
Communication Act.					
Gen Awareness					
Youth Tobacco Awareness					

## 5. Advocacy/Policy

Category	Describe	How	Where
Assessment			
Policy Selected			
Steps in achieving policy			
Tobacco Free School Sign			
Secondhand Smoke Presentations			

## 6. Cessation

Category	Where	When	Person Responsible	Est. Cost
Coloring Pages				
Quitline Signage				

## 7. School Nurse

Category	Where	When	Person Responsible	Est. Co
Identify School Nurse				
School Nurse Awareness Activity				
School Nurse Youth Prevention Team				

## 8. Targeted Interventions

Category	Where	When	Person Responsible	Est. Co
Identify Targeted Intervention Program				

## ***ATTACHMENT C***

### **MSDH Office Of Tobacco Control Community Coalitions Salary Scale**

Base Salary (No Degree)	< 3 Years Exp.	3 to 5 Years Exp.	5 to 10 Years Exp.	> 10 Years Exp.
\$28,000	1500	\$29,500 2000	\$31,500 2500	\$33,000 3000 \$37,000
Base Salary (Bachelors)	< 3 Years Exp	3 to 5 Years Exp	5 to 10 Years Exp.	> 10 Years Exp.
\$29,500	2000	\$31,500 2500	\$34,000 3000	\$37,000 3500 \$41,500
Base Salary (Masters)	< 3 Years Exp	3 to 5 Years Exp	5 to 10 Years Exp.	> 10 Years Exp.
\$32,500	2000	\$35,000 2,500	\$38,000 3,000	\$42,500 3,500 \$46,500

Maximum contribution from MSDH OTC based on 100% effort, (40 hours per week) for Project Director.

In order to receive maximum contribution from the MSDH OTC, education and experience must be **Directly Related** to public health, environmental protection and/or education.